



UN HABITAT
FOR A BETTER URBAN FUTURE


SWITCH

 **Zaragoza**
AYUNTAMIENTO

“Innovations that are generated locally with stakeholders are more likely to lead to appropriate solutions, to promote flexible and adaptive working practices, and to foster and strengthen the development capacity of local organisations and communities.”

SUSTAINABLE WATER MANAGEMENT IN CITIES: **ENGAGING STAKEHOLDERS FOR EFFECTIVE CHANGE AND ACTION**

13-17 December 2010 • Zaragoza, Spain

Ayuntamiento de Zaragoza
Antiguo Seminario

Vía Hispanidad, nº 20. 50012 Zaragoza, Spain

Sustainable, efficient and equitable management of water in cities has never been as important as in today's world. Achieving important internationally agreed goals – in a sustainable manner – including the Millennium Development Goals in developing country cities, requires that we do better than we have in the past. It requires that we institutionalize and act upon lessons learnt in the arena of urban water management and urban development. Capacities to make change happen in water are typically diffused between many different stakeholders including the different publics in our cities. Therefore, increasingly coming to the forefront are the holistic approaches, methods and skills needed to enable successful cooperation and collaboration, including those communication techniques which enable stakeholders to improve their performance, exchange knowledge, views and preferences and act collectively with a feasible vision of the future, promoting effective implementation.

This will be the main focus of this global meeting, which will bring together more than 200 experts, local government officials, media specialists, key water operators and political representatives of cities and stakeholder groups to discuss the issues and propose practical ways to move forward to meet the challenges of achieving water and sanitation for all, of disseminating results to a wider audience, and considering different development contexts and regional characteristics. The meeting is also an intermediary step in the preparation for **World Water Day 2011**, which focuses on the issue of urban water management.

www.un.org/waterforlifedecade/swm_cities_zaragoza_2010



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OBJECTIVES

The conference will focus on how to put sustainable urban water management into practice. It aims at:

- Identifying the best approaches to promote effective change at different scales. What are the lessons from recent implementation experiences in stakeholder engagement, participatory approaches, communication and media engagement around water in cities, their effectiveness, and how they have been contributing to improved water management and governance
- Analysing how cities, local authorities and other key stakeholders have effectively addressed issues of social inclusion in urban water management, and supported progress towards international commitments including the Millennium Development Goals
- Identifying how can we do 'better' in urban water management through sharing lessons from recent city experiences, and inspiring participants to do 'better'. Case studies from SWITCH cities and other partners will illustrate experiences on how effective change can be promoted aiming to inspire others and highlight some of the crucial ingredients for success. They will also identify the general and locally specific difficulties, challenges, barriers and failures that we cannot ignore and can learn from (failure being a key ingredient in innovation).

PROGRAMME

Monday 13 December

Field visits

Tuesday 14 December - Stakeholder Engagement

Presentation of experiences (Belo Horizonte, Łódz, Zaragoza, and other city experiences). What is sustainable urban water management? How far are we away from it? How do the challenges differ between cities? How can we learn from each other?

Wednesday 15 December – Stakeholder Engagement and Social Inclusion

Tools and Approaches (including hands-on workshops). What have we learnt about specific tools and approaches? What are the positive and negative lessons from the SWITCH experience? How do we specifically engage the marginalized to constructive effect?

Thursday 16 December – Political Engagement

The practical politics of changing to sustainable urban water management; how does it happen? How can it be promoted?

Friday 17 December – Media Engagement

Who wants to know what, what else do they need to know? How do they want to know it? How can we better communicate with each other? What is the role of the media and what can we learn from the media?

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